



# Official Community Plan Update **Engagement Plan** District of Lake Country

DRAFT - APRIL 2025





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# 01 Introduction

The Official Community Plan (OCP) sets the overall framework for community development, including land use planning, parks and recreation, arts and culture, mobility networking, and infrastructure servicing within the District. The document provides strategic guidance (goals, objectives, and policies) for Council and staff in departments throughout the organization. The document is a product of public engagement, including visioning, consultation, and dialogue: **the OCP belongs to the entire community, including residents and stakeholders.**

As noted above, the OCP provides policy guidance. It is neither a regulatory document nor does it obligate Council to complete projects described in the Plan; however, the *Local Government Act* requires bylaws enacted by Council to be consistent with the OCP. Council adopted the current OCP in 2019, which captured the vision for the growth and development of the community over 20 years (2018 - 2038). The current OCP includes the following guiding principles:

1. Preserve our rural and agricultural character.
2. Create a vibrant town centre.
3. Promote development in existing neighbourhoods.
4. Achieve sustainable development through smart growth.
5. Protect and enhance our natural environment.
6. Facilitate an active, healthy, inclusive community.
7. Maintain high-quality municipal services.

Staff propose the following guiding principles to direct the development of the OCP Update:

1. Generate strong community engagement in the OCP review process.
2. Develop a clear and coordinated vision to guide community development in the District over the next 25 years.
3. Build on successful policies in the existing OCP and other strategic documents.
4. Update, modify, or remove policies not aligned with the community vision, where appropriate.
5. Incorporate themes of Council's 2025 Strategic Plan and other District priorities.

## 1.1. Purpose of an Engagement Plan

An engagement plan provides a structured approach to involving the community and stakeholders in meaningful and effective ways. It outlines how, when, and why engagement will occur, ensuring that the process is transparent, inclusive, and aligned with project goals.

# 02 Engagement Framework

## 2.1. Goals

### 1. Inclusivity

Ensure broad, diverse, and equitable participation from all community members, including underrepresented and marginalized groups.

### 2. Transparency

Provide clear and accessible information about the OCP process, timelines, and opportunities for involvement.

### 3. Collaboration

Build partnerships with community organizations, businesses, and stakeholders to enhance engagement, reach and effectiveness.

### 4. Trust-Building

Establish and maintain trust with the community by being open, responsive, and consistent in communications.

### 5. Capacity Building

Educate and empower the community to understand concepts, processes, and how they can contribute meaningfully.

### 6. Meaningful Input

Gather meaningful and diverse input from the community and stakeholders to ensure the OCP update is informed by local perspectives, values, and priorities and to support evidence-based decision-making throughout the planning process.

The engagement framework outlines the approach to involving the community and stakeholders in the OCP process. It sets clear goals and objectives for engagement, identifies strategies and methods to achieve them, and establishes measurable outcomes to evaluate success. The engagement goals and objectives included are informed by established engagement frameworks like the IAP2 (International Association for Public Participation) Spectrum of Public Participation.

## 2.2. Objectives

### 1. Inform

Share relevant information about the OCP, including background, scope, and progress, through various channels (e.g., website, social media).

### 2. Consult

Gather input from the community through surveys, workshops, open houses, and other feedback mechanisms to inform the OCP's development.

### 3. Involve

Create opportunities for active participation in working groups, committee meetings, and targeted consultations to involve key stakeholders and technical experts in the OCP's development.

### 4. Collaborate

Collaborate with Council and internal stakeholder to integrate diverse and comprehensive perspectives into planning decisions.

### 5. Evaluate

Assess engagement activities and adapt approaches to maintain momentum and address community needs.

### 6. Empower

Enable the community to make decisions on key issues by providing the tools, information, and support needed to lead informed and inclusive action.

## 2.3. Indicators of Success & Measurable Outcomes

Measurable outcomes and indicators of success are critical for evaluating the effectiveness of an engagement process in an OCP process. These metrics help ensure that engagement goals are met and provide insight for future improvement.

### Key Measurable Outcomes

#### 1. Participation Metrics

- » **Number of Participants:** Total count of individuals engaged through surveys, workshops, open houses, etc.
- » **Diversity of Participants:** Representation from different demographics (e.g., age, gender, cultural backgrounds) and geographical areas (e.g., different areas of Lake Country) measured through demographic questions and compared to census metrics.
- » **Engagement Reach:** Metrics on digital engagement (e.g., website visits, social media interactions).

#### 2. Engagement Quality:

- » **Depth of Input:** Quality and thoughtfulness of feedback received (e.g., detailed comments, suggestions, and ideas v.s. off-topic feedback).
- » **Engagement Activity:** Level of interaction in participatory activities (e.g., attendance at events, active participation in discussions).

#### 3. Satisfaction and Trust:

- » **Participant Satisfaction:** Survey results indicating how participants felt about the engagement process (e.g., fairness, clarity, transparency, measured through final/'exit' questions or follow-up surveys).
- » **Trust Building:** Improvement in public perception of municipal transparency and responsiveness, measured through follow-up surveys or sentiment analysis.

#### 4. Influence on Decision-Making:

- » **Impact of Input on OCP Outcomes:** The extent to which community felt their input is reflected in the final OCP document.
- » **Reporting Outcomes:** A clear summary of how feedback was considered and incorporated (e.g., through a 'What We Heard' report).

#### 5. Process Efficiency:

- » **Timeliness:** Adherence to the engagement schedule and achievement of milestones (E.g., Draft OCP #1).
- » **Resource Use:** Efficient use of budget, time, and staff resources in engagement activities.

### Examples of Specific Indicators of Success:

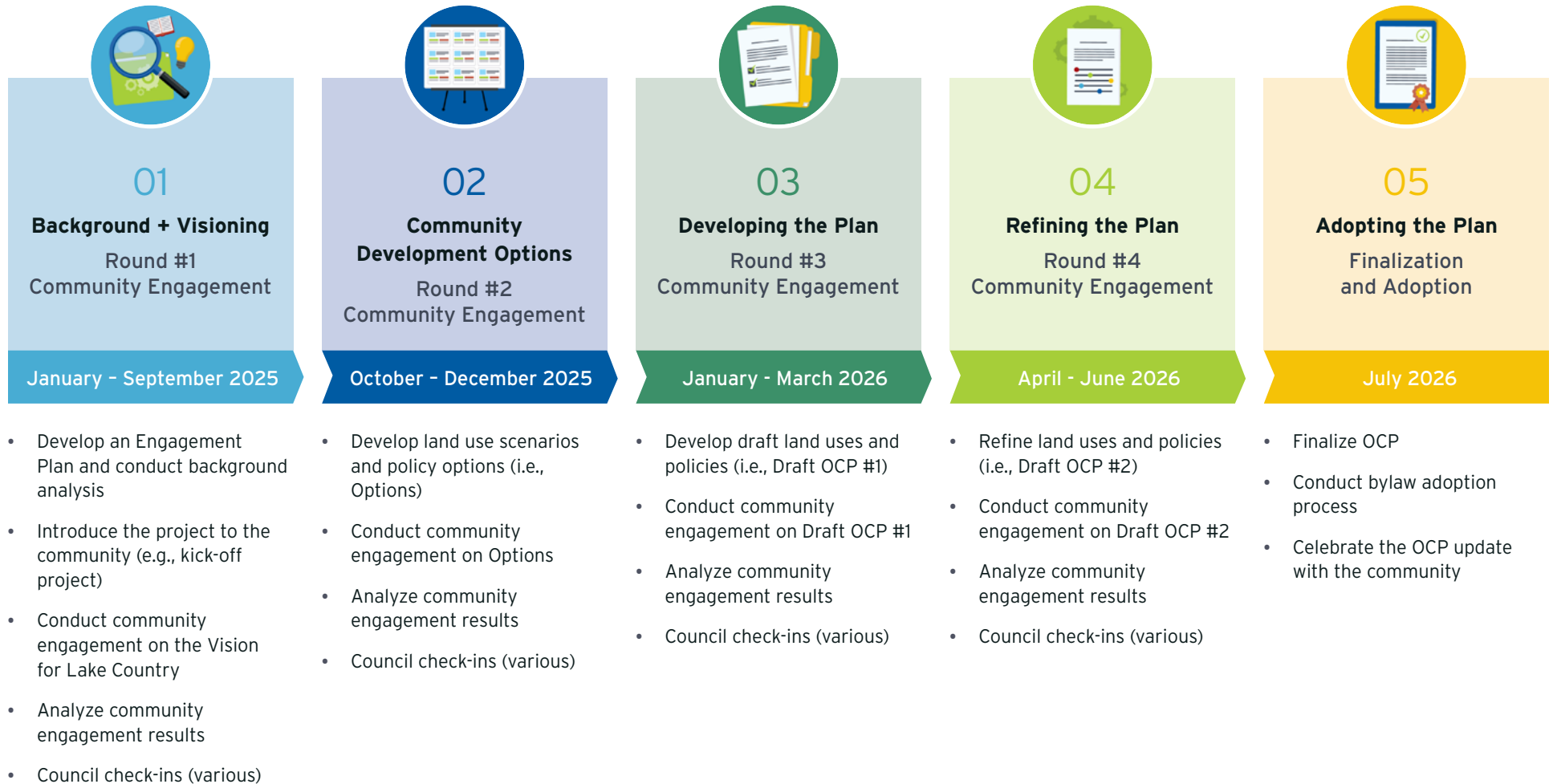
#### Quantitative Indicators:

- » > 500 survey responses received.
- » > 80% of event attendees report feeling their voice was heard.
- » Increase in engagement from underrepresented groups.
- » Social media reach exceeding 10,000 impressions (e.g., when a user sees an advertisement) per campaign.
- » Balanced representation from different demographics (age, gender, cultural backgrounds) and representation from all Lake Country neighbourhoods (e.g., Oyama, Winfield, Okanagan Centre, Carr's Landing) as compared to key census metrics.

#### Qualitative Indicators:

- » Positive feedback from community members in engagement surveys.
- » Examples of community ideas integrated into planning policies.
- » Testimonials or stories highlighting meaningful engagement experiences.

# 03 Project Timeline



# 04 Engagement Plan

## 4.1. Summary Table

Phase	Timeline	Purpose	Audiences
<b>01 Background + Visioning</b> Round #1 Community Engagement	January - September 2025	Establish a strong foundation for the OCP update by gathering community input on the community's vision, opportunities, and challenges. Build awareness and engagement early in the process.	<ul style="list-style-type: none"><li>• Community</li><li>• Council</li><li>• Stakeholders</li></ul>
<b>02 Community Development Options</b> Round #2 Community Engagement	October - December 2025	Present and gather feedback on draft land use scenarios and policy options. Refine options based on community and stakeholder input to ensure alignment with shared priorities and needs.	
<b>03 Developing the Plan</b> Round #3 Community Engagement	January - March 2026	Share the first draft of the OCP with the community and stakeholders, collecting targeted feedback to ensure the plan reflects community vision and values, and addresses identified needs.	
<b>04 Refining the Plan</b> Round #4 Community Engagement	April - June 2026	Fine-tune the draft OCP by conducting targeted engagement and referrals to address any outstanding issues or concerns. Prepare the plan for Council adoption.	
<b>05 Adopting the Plan</b> Finalization and Adoption	July 2026	Celebrate the adoption of the updated OCP with the community, emphasizing accomplishments and setting the stage for implementation.	

## 4.2. Engagement Plan Table

The following tables provide a general outline of planned engagement. The plan may be modified to reflect project needs.

Phase 01 Background + Visioning							
	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
A	Develop Materials & Approach for Round #1 Engagement (Visioning) - and Launch Project	<ul style="list-style-type: none"> <li>Let's Talk - Lake Country! (E.g., project information, online engagement)</li> <li>Event plans and agendas</li> <li>Display Boards</li> <li>Survey (e.g., online, physical)</li> <li>Advertisements (e.g., posters, handouts, online)</li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Set up logistics, venues/ platforms, and resources needed for Round# 1 of public engagement</li> <li>Prepare materials to support public engagement on the community's vision, opportunities and challenges.</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	March - June 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Organize the logistics and venues</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop engagement materials and tools</li> </ul>
B	Council Check-in #1 - Review Visioning Engagement	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss approach and materials for Round #1 of Engagement</li> <li>Revise materials and approach based on Council direction</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	July 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on engagement materials and approach</li> </ul>

Phase 01 Background + Visioning							
	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
C	<b>Community Consultation (Visioning)</b>	<ul style="list-style-type: none"> <li>Online engagement (e.g., online surveys)</li> <li>In-person engagement:               <ul style="list-style-type: none"> <li>» Community Open House</li> <li>» Stakeholder Workshop(s)</li> <li>» (Optional) Pop-ups, ideas include:                   <ul style="list-style-type: none"> <li>  <b>Fridays, July &amp; August 2025:</b> Farmers' Market and Live! In Lake Country Performances at Swalwell Park (3-9pm)</li> <li>  <b>July 1, 2025:</b> Canada Day Celebration by Rotary Club at Swalwell Park</li> <li>  <b>September 6-7, 2025:</b> ArtWalk (Weekend after Labour Day)</li> <li>  <b>Tuesdays:</b> Seniors Activity Centre Lunch (Over 55+ demographic)</li> <li>  (Optional) Focus Groups</li> </ul> </li> </ul> </li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Surveys (online and physical)</li> <li>Display Boards (e.g., information and interactive)</li> <li>Workshops</li> <li>Mapping activities (online and physical)</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>First Nations</li> <li>Stakeholders</li> </ul>	July - September 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> <li>Facilitate online and in-person Community Engagement</li> </ul>
D	<b>Develop Engagement Report #1</b>	<ul style="list-style-type: none"> <li>Engagement Report</li> <li>Let's Talk - Lake Country! (notification)</li> </ul>	Inform	<ul style="list-style-type: none"> <li>Compile a detailed summary of findings, insights, and community feedback gathered during Round #1 Engagement.</li> <li>Make the report publicly available</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	September 2025	<b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop Engagement Report</li> </ul>
E	<b>Council Check-in #2 - Review Phase 1 Engagement Summary</b>  <i>*Could be combined with #3</i>	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss Round #1 Engagement Outcomes</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	September 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on the Engagement Outcomes</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Support development of presentation</li> </ul>

## Phase 02 Community Development Options

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
A	<b>Develop Materials for Round 2 Engagement (Land Use Scenarios and Options)</b>	<ul style="list-style-type: none"> <li>Let's Talk - Lake Country! (E.g., project information, key documents, engagement)</li> <li>Event plans and agendas</li> <li>Display Boards</li> <li>Survey (e.g., online, physical)</li> <li>Advertisements (e.g., posters, handouts, online)</li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Set up logistics, venues/ platforms, and resources needed for Round #2 of community engagement</li> <li>Prepare materials to support public engagement on land use scenarios and options</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	September - November 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Organize the logistics and venues</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop engagement materials and tools</li> </ul>
B	<b>Council Check-in #3 - Review Land Use Scenarios Options Engagement</b>	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss draft land use scenarios and options</li> <li>Revise materials and approach based on Council direction</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	October 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on engagement materials and approach</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Support development of presentation</li> </ul>

## Phase 02 Community Development Options

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
C	Community Consultation (Options)	<ul style="list-style-type: none"> <li>Online engagement (e.g., online surveys)</li> <li>In-person engagement:               <ul style="list-style-type: none"> <li>» Community Open House</li> <li>» (Optional) Stakeholder Workshops</li> <li>» (Optional) Pop-ups, ideas include:                   <ul style="list-style-type: none"> <li>  <b>October 31, 2025:</b> Halloween Bonfire and Fireworks at Beasley Park</li> <li>  <b>Tuesdays:</b> Senior Activity Centre Lunch (Over 55+ demographic)</li> <li>  (Optional) Focus Groups</li> <li>  Engagement Report</li> <li>  Let's Talk - Lake Country! (notification)</li> </ul> </li> </ul> </li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Surveys (online and physical)</li> <li>Display Boards (e.g., information and interactive)</li> <li>Workshops</li> <li>Mapping activities (online and physical)</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	November 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> </ul>
D	Develop Engagement Report	<ul style="list-style-type: none"> <li>Engagement Report</li> <li>Let's Talk - Lake Country! (notification)</li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Compile a detailed summary of findings, insights, and community feedback gathered during Round #2 Engagement.</li> <li>Make the report publicly available</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	December 2025	<b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop Engagement Report</li> </ul>
E	Council Check-in #4 - Review Options Engagement Summary  <i>*Could be combined with #5</i>	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss Round #2 Engagement Outcomes</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	December 2025	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on the Engagement Outcomes</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Support development of presentation</li> </ul>

### Phase 03 Developing the Plan

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
A	<b>Develop Materials for Round #3 Engagement Materials (Draft OCP #1)</b>	<ul style="list-style-type: none"> <li>Let's Talk - Lake Country! (E.g., project information, online engagement)</li> <li>Display Boards</li> <li>Survey (e.g., online, physical)</li> <li>Advertisements (e.g., posters, handouts, online)</li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Set up logistics, venues/ platforms, and resources needed for Round #3 of community engagement</li> <li>Prepare materials to support public engagement on the Draft OCP</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	January - February 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Organize the logistics and venues</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop engagement materials and tools</li> </ul>
B	<b>Council Check-in #5 - Review Draft OCP #1</b>  <i>*This could be removed</i>	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss Draft OCP #1</li> <li>Revise draft based on Council direction</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	February 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on engagement materials and approach</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Support development of presentation</li> </ul>
C	<b>Community Consultation (Draft OCP #1)</b>	<ul style="list-style-type: none"> <li>Online engagement (e.g., online surveys)</li> <li>In-person engagement: <ul style="list-style-type: none"> <li>» Community Open House</li> <li>» (Optional) Stakeholder Workshops</li> <li>» (Optional) Pop-ups</li> <li>» (Optional) Focus Groups</li> </ul> </li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Surveys (online and physical)</li> <li>Display Boards (e.g., information and interactive)</li> <li>Workshops</li> <li>Mapping activities (online and physical)</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>First Nations</li> <li>Stakeholders</li> </ul>	February - March 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> </ul>
D	<b>Develop Engagement Report</b>	<ul style="list-style-type: none"> <li>Engagement Report</li> <li>Let's Talk - Lake Country! (notification)</li> </ul>	Inform	<ul style="list-style-type: none"> <li>Compile a detailed summary of findings, insights, and community feedback gathered during Round #3 Engagement.</li> <li>Make the report publicly available</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	March 2026	<b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop Engagement Report</li> </ul>

### Phase 03 Developing the Plan

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
E	Council Check-in #6 - Review Draft OCP #1 Engagement Summary	<ul style="list-style-type: none"> <li>Presentation to Council</li> </ul>	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss Round #3 Engagement Outcomes</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	March 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on the Engagement Outcomes</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Support development of presentation</li> </ul>

### Phase 04 Refining the Plan

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
A	Develop Materials for Round #4 Engagement (Draft OCP #2)	<ul style="list-style-type: none"> <li>Online engagement (e.g., online surveys)</li> <li>Optional In-person engagement:               <ul style="list-style-type: none"> <li>» Community Open House</li> <li>» Stakeholder Workshops</li> <li>» Pop-ups</li> <li>» Focus Groups</li> </ul> </li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Prepare materials to support public engagement on the Draft OCP</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	April 2026	<b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop engagement materials and tools</li> </ul>
B	Targeted Community Consultation + External Referrals	<ul style="list-style-type: none"> <li>Virtual and in-person engagement.</li> </ul>	Inform / Consult	<ul style="list-style-type: none"> <li>Targeted Community Consultation</li> <li>On-line engagement</li> <li>External referrals</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	April - May	<b>District Staff</b> <ul style="list-style-type: none"> <li>Facilitate targeted community consultation, online engagement, and external referrals</li> </ul> <b>Consultant Roles</b> <ul style="list-style-type: none"> <li>Facilitate online and in-person Community Engagement</li> </ul>

### Phase 04 Refining the Plan

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
C	Council Check-in #7 - Review Draft OCP #2 Engagement <i>*Optional</i>	» Presentation to Council	Inform / Consult / Collaborate	<ul style="list-style-type: none"> <li>Present and discuss Round #4 Engagement Outcomes</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Council</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Community</li> <li>Stakeholders</li> </ul>	June 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver Council presentation on the engagement outcomes</li> </ul> <b>Consultant Role</b> <ul style="list-style-type: none"> <li>Develop engagement report</li> </ul>

### Phase 05 Adopting the Plan

	Event / Task	Tool(s)	Level of Engagement	Description	Audience	Timeline	Roles
A	Community Engagement - Celebrate OCP Update	<ul style="list-style-type: none"> <li>In-person community celebration</li> </ul>	Inform	<ul style="list-style-type: none"> <li>Celebrate the updated OCP with the community</li> </ul>	<b>Primary</b> <ul style="list-style-type: none"> <li>Community</li> </ul> <b>Secondary</b> <ul style="list-style-type: none"> <li>Stakeholders</li> </ul>	July - September 2026	<b>District Staff</b> <ul style="list-style-type: none"> <li>Develop and deliver a community celebration</li> </ul>

### 4.3. Stakeholder List

The list of stakeholders can be updated to include community groups, organizations, or agencies, as required.

	Group Name	Level of Engagement
1	<b>Lake Country Community</b> <ul style="list-style-type: none"> <li>Residents</li> <li>Property/business owners</li> <li>Youth and student groups</li> <li>Senior groups (e.g., Senior Activity Centre)</li> <li>Families and parent groups</li> </ul>	Inform and Consult
2	<b>Community Organizations</b> <ul style="list-style-type: none"> <li>Lake Country Chamber of Commerce</li> <li>Tourism Lake Country</li> <li>Local service clubs (e.g., Rotary, Lions Club)</li> <li>Local Community Halls (e.g., Oyama Community Hall, Okanagan Centre, Community Hall, Winfield Memorial Hall)</li> <li>Urban Development Institute</li> <li>Canadian Home Builders Association Central Okanagan</li> <li>Farmers Institute</li> <li>Walk Around Lake Country</li> <li>Lake Country Health</li> </ul>	Inform and Consult
3	<b>Okanagan Indian Band (OKIB)</b> Part of the Syilx (Okanagan) Nation	Inform and Consult
4	<b>Regional Government and Agencies</b> <ul style="list-style-type: none"> <li>Regional District of Central Okanagan (RDCO)</li> <li>City of Kelowna</li> <li>City of Vernon</li> <li>Regional District of North Okanagan (RDNO)</li> <li>School District 23 (Central Okanagan)</li> </ul>	Inform and Consult

	Group Name	Level of Engagement
5	<b>Provincial Government &amp; Agencies</b> <ul style="list-style-type: none"> <li>Province of British Columbia</li> <li>Ministry of Transportation and Transit (MOTT)</li> <li>Agricultural Land Commission (ALC)</li> <li>Ministry of Agriculture</li> <li>Interior Health</li> <li>BC Transit</li> <li>Ministry of Housing and Municipal Affairs</li> <li>Okanagan Basin Water Board (OBWB)</li> </ul>	Inform and Consult
6	<b>District of Lake Country</b>	
	<b>a. Council - Project Steering Committee</b>	Inform, Consult, Involve, Collaborate, and Empower
	<b>b. Senior Leadership Team - Project Oversight</b>	Inform, Consult, Involve, and Collaborate
	<b>c. Planning Department - Project Management</b>	
	<b>d. Committees and Commissions</b> <ul style="list-style-type: none"> <li>Accessibility Committee</li> <li>Agriculture Advisory Committee</li> <li>Parks and Recreation Advisory Committee</li> <li>Public Art Advisory Commission</li> <li>Water Service Advisory Committee</li> </ul>	Inform and Consult

# 05 Key Issues, Risks, and Mitigation Strategies

## Competing Visions for the Future of Lake Country

### Risk

Stakeholders may have competing ideas about growth, development, and land use priorities, leading to challenges in building consensus.

### Mitigation Strategies

- Define decision-makers and their roles early in the OCP process.
- Establish shared objectives with Council, staff, and key stakeholders from the outset.
- Engage early and regularly with community organizations, and residents to build a foundation of trust and transparency.
- Facilitate ongoing relationship-building to enhance understanding and collaboration between decision-makers, partners, stakeholders, and the project team.
- Guide discussions around trade-offs within the context of shared objectives and earned trust.

## Managing Community Expectations

### Risk

If the community does not understand how their input will influence the OCP, it could lead to disengagement and decreased trust in the process.

### Mitigation Strategies

- Clearly articulate how community input will influence the OCP development and decision-making process.
- Demonstrate how the OCP aligns with and supports other Lake Country plans, strategies, and initiatives.
- Highlight opportunities for engagement feedback to shape not only the OCP but also related initiatives in the broader region.

## Misinformation and Miscommunication

### Risk

Inaccurate or unclear information about the OCP process could spread, leading to confusion or distrust.

### Mitigation Strategies

- Provide clear, consistent messaging across all communications and engagement materials.
- Develop a communications plan that includes regular updates through multiple channels (e.g., website, social media).
- Quickly address misinformation by providing accurate and transparent responses through the same channels.

## Limited Reach and Participation

### Risk

Certain groups (e.g., youth, seniors, Indigenous communities) may be underrepresented in the engagement process.

### Mitigation Strategies

- Develop targeted outreach strategies to connect with specific groups through trusted channels (e.g., schools, senior centres, community events).
- Partner with local organizations to access existing networks and build trust.
- Offer multiple ways to participate, including digital and in-person opportunities, to reduce barriers to engagement.

## Engagement Fatigue

### Risk

The community may experience fatigue if they feel over-engaged or if previous engagement processes did not result in visible change.

### Mitigation Strategies

- Coordinate with other municipal and regional engagement initiatives to avoid overlap and reduce participant burden.
- Be transparent about how past and current feedback is being used, demonstrating the tangible impact of engagement.
- Use varied and dynamic engagement methods (e.g., pop-up events, digital tools, short surveys) to keep the process fresh and accessible.
- Offer incentives, contests, and community-focused rewards to encourage participation, including gift cards, prizes, and event-specific draws.

## Resistance to Change

### Risk

Some community members may resist new ideas or changes proposed in the OCP, particularly if they perceive potential impacts on their lifestyle or property.

### Mitigation Strategies

- Present data and case studies to show the benefits of proposed changes.
- Facilitate open and respectful dialogue, providing opportunities to address concerns and answer questions.
- Highlight how the OCP balances growth and change with preserving Lake Country's character and values.

## Timing and Capacity

### Risk

Engagement activities may be less effective during holiday seasons, summer breaks, or other busy times.

### Mitigation Strategies

- Plan engagement activities strategically, avoiding low-participation periods where possible.
- Extend engagement windows or offer flexible options (e.g., online engagement) to accommodate varying schedules.
- Monitor participation levels and adapt strategies if engagement is lower than expected.

# 06 Communications Strategy

## 6.1. Project Purpose

The Lake Country OCP update will guide growth, development, and community priorities over the next 25 years. The updated OCP will reflect the community's vision for a sustainable, vibrant, and inclusive future while balancing housing, infrastructure, environment, and quality of life.

### 6.1.1. OCP Guiding Principles

Staff propose the following guiding principles to direct the development of the OCP:

1. Generate strong community engagement in the OCP review process.
2. Develop a clear and coordinated vision to guide community development in the District over the next 25 years.
3. Build on successful policies in the existing OCP and other strategic documents.
4. Update, modify, or remove policies not aligned with the community vision, where appropriate.
5. Incorporate themes of Council's 2025 Strategic Plan and other District priorities.

### 6.1.2. Why Review and Update the Plan?

The District has made progress toward many of its guiding principles. In keeping with best practice, there is a need to review the OCP to determine how effective the current policies have been, and if changes are needed to reflect current conditions and priorities.

Council has directed staff to begin a general OCP review in 2025. The OCP review will allow the District to evaluate the existing policies in the context of the change experienced in the community since 2018 (population growth, increased development, housing affordability, environmental hazards, etc.) and associated key priorities (development approvals, provision of municipal services, economic diversification, community safety, etc.).

In addition to the general review, the District must update the OCP in 2025 to comply with the *Local Government Act* (Bill 44) legislation. The Bill 44 update of the OCP will be limited to: ensuring that the 20-year need for housing can be accommodated by the future land use designations supporting residential housing and including housing policies for each class of housing need described in the District 2024 Interim Housing Needs Report. Staff anticipate that the OCP amendments required to comply with Bill 44 legislation will be presented for Council's consideration this summer (2025).

## 6.2. Communications Objectives

1. Increase awareness of the OCP update process and its importance to Lake Country's future.
2. Encourage broad and diverse community participation in engagement activities.
3. Build trust and transparency by clearly showing how public input influences decision-making.
4. Share project milestones, progress updates, and opportunities to get involved.

## 6.3. Key Messages

### 1. Help Shape Lake Country's Future

Your input will directly influence the policies and plans that guide our community.

### 2. Your Voice Matters

Whether you live, work, or play in Lake Country, your perspective is important to creating an OCP that meets everyone's needs.

### 3. Be Informed, Be Involved

Stay updated on project progress, upcoming events, and ways to participate.

### 4. Planning for Growth

The OCP will address housing, transportation, parks, and more to ensure a balanced and sustainable future for current and future generations.

### 5. Transparency and Trust

We're committed to showing how your feedback is used in the planning process.

## 6.4. Potential Project Taglines

- *"Our Lake Country, Our Future"*
- *"Imagine Lake Country: Shaping Tomorrow, Today"*
- *"Your Voice, Your Community Plan"*
- *"Together for Tomorrow: Lake Country OCP"*
- *"Planning Lake Country's Future, One Voice at a Time"*
- *"Imagine Lake Country"*
- *"Reimagine Lake Country"*
- *"Imagine Lake Country 2day and 2morrow"*

## 6.5. Communications Tools and Tactics

### Digital

- Project webpage (Let's Talk - Lake Country!), social media (Facebook, Instagram, LinkedIn, YouTube), and interactive online engagement tools.

### Traditional Media

- Press releases, mail-outs, advertisements (e.g., local paper/LED digital display boards), and articles in local newspapers/other physical media

### Engagement Materials

- Posters, brochures, postcards, and informational displays at community gathering places
- Surveys (e.g., written, physical), online forums, interactive boards, mapping activities (e.g., in-person and online)

### Events

- Pop-up engagement, workshops, open houses, and presentations to community groups.

### Feedback Loops

- “What We Heard” reports demonstrate how public input is being used.